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**Meet their needs:** engage and consult on interest areas; try to increase level of interest; aim to move into right hand box  
**Key player:** key players focus efforts on this group; involve in governance/decision making bodies; engage and consult regularly  
**Least important:** inform via general communications: newsletters, website, mail shots; aim to move into right hand box  
**Show consideration:** keep informed and consult on interest areas; potential supporter/ goodwill ambassador

